



2019 Bellalago Beacon Advertising Contract

| Issues | 1 | 2 | Total | 4 | Total | 6 | Total | Premium Position |
|--|-------|-------------|-------|-------------|--------|-------------|--------|------------------|
| 1/8 page 3.95" (W) x 2.5" (H) | \$95 | \$85/issue | \$170 | \$80/issue | \$320 | \$75/issue | \$450 | n/a |
| 1/4 page 3.95" (W) x 5.125" (H) | \$135 | \$125/issue | \$250 | \$115/issue | \$460 | \$105/issue | \$630 | n/a |
| 1/2 page 8" (W) x 5.125" (H) | \$270 | \$260/issue | \$520 | \$250/issue | \$1000 | \$240/issue | \$1440 | n/a |
| Full Page 8.625" (W) x 11.25" (H) | \$380 | \$370/issue | \$740 | \$360/issue | \$1440 | \$350/issue | \$2100 | \$190-\$225 |

Premium Positions: 1st Page Ad Section (\$205); Inside Back Cover-Left (\$190); Inside Back Cover (\$225). **PLEASE NOTE: THE BACK COVER IS NOT AVAILABLE FOR PURCHASE.** Premium Position prices are one time fees added to prices of ad contract.

Notices: **Completed contract and payment must be received** on the first business day of the month prior to publication. **Ad artwork deadlines can be found on page 2.** Only approved display ads that meet the size and material specifications as listed will be accepted. Overflow Design Group ("Overflow"), the publishing company, and Bellalago are not responsible for errors or omissions. Submit ad, contract, and payment to Overflow. All costs of collection, including reasonable attorney's fees incurred by Bellalago, shall be reimbursed by the Company.

Materials Specifications: Ad files should be submitted via email as an attachment. Ads must be built to exact ad size specifications. Ad file formats accepted: JPEG, TIF, PDF. Files should be 300 dpi. Ads that do not adhere to these specifications may be rejected or delayed. We will not accept photocopies, clipped ads, WordPerfect, Microsoft Word, or Excel files. Final advertisement colors are printed in process color "CMYK." Advertisers are responsible for verifying desired color compatibility, as Overflow/Bellalago do not accept any responsibility for variations between those submitted and the final CMYK color. All changes to ads must be made by advertiser and resubmitted before the published deadline.

Payments/Rate Policy: No agency discounts. Advertisements must be paid in full, in advance. **Checks, made payable to Bellalago HOA, or via credit card or ACH on www.BellalagoAdvertising.com under the "Make A Payment" tab.**

Cancellation: Overflow/Bellalago may cancel the ad contract with 10 days written notice to Company, due to printing deadlines. Company may only cancel the contract with 45 days written notice to Overflow/Bellalago. If such cancellation occurs, Company's ad will not be published in the next scheduled publication. Refund amount will be recalculated by considering the length of time the advertisement was printed. The term of the recalculated amount will be based on the time frames as listed above or a portion thereof. Overflow/Bellalago reserves the right to reject and/or discontinue any advertisement at any time, for any reason whatsoever in its unfettered discretion. Please note that all advertising is subject to HOA Board approval. In the event of rejection and/or discontinuance, Bellalago will refund amounts per the calculation set forth in the cancellation provision.

Company Name: _____ **Phone:** _____

Company Address: _____ **Cell:** _____

City, State, Zip: _____ **Email:** _____

Ad (Circle): Emailed On File **Tear Sheet (Circle):** Mail Email

Ad Size (Circle): Full Page [Premium Position: Y N] 1/2 1/4 1/8

Length of Run (Circle): 1 issue 2 issues 4 issues 6 issues

Ad Cost Per Issue: _____ Premium Position Cost: _____ Total Due: _____

For Office Use Only

Date Received: _____

Paid: _____

Credit Card or Check # _____

Check Date: _____

Database Deposit
 Artwork Entered By: _____

File Type:
 JPEG PDF
 TIF Other _____

Converted:
 PSD AI

Ad Run:
Start: _____ End: _____

Notes:

I agree to the terms and costs as outlined above and understand that emailed ads are not guaranteed for publication or appearance.

Name: _____
Printed
Signature
Date



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The chart below represents when advertising space will be available for individual purchase. Submission of contract and payment by the deadline listed does not guarantee placement in a particular month if advertising space is sold out.

| Advertising Issue | Last Day to Submit Contract and Payment | Ad Artwork Deadline |
|------------------------|---|---------------------|
| March-April 2019 | February 1, 2019 | February 14, 2019 |
| May-June 2019 | April 1, 2019 | April 16, 2019 |
| July-August 2019 | June 3, 2019 | June 14, 2019 |
| September-October 2019 | August 1, 2019 | August 16, 2019 |
| November-December 2019 | October 1, 2019 | October 16, 2019 |
| January-February 2020 | December 2, 2019 | December 12, 2019 |

All Submissions Must Include:

- Completed Contract emailed to bellalago@overflowdg.com
- Payment (Credit Card or ACH on www.BellalagoAdvertising.com or Check - *Check Made Out to Bellalago HOA*)
- Artwork emailed to bellalago@overflowdg.com

Mailing Address:

Overflow Design Group
Attn: Amanda Wright
19046 Bruce B. Downs Blvd., #1066
Tampa, FL 33647



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Resident Discount

- A discounted rate of 50% of one issue ad price, \$47.50, will be extended to Bellalago residents for 1/8 page advertisements.
- Discounted ads will account for no more than 25% of total advertisements per issue. Once the limit has been reached, the resident may take the next available issue (under 25%) or purchase an advertisement at full price.
- Contracts may be signed for a maximum of three issues.
- Ads of different sizes are at the prevailing rates.
- Residents may run only one discounted business card size ad per issue, per phone number and/or address. If a second ad with the same phone number and/or address is requested, the non-resident rates will apply.
- Resident advertisers will not receive a separate tear sheet as they receive a copy of the entire newsletter.

Submission

- Deadline for the ad submission is 4pm the first business day of the month prior to publication.
- No ads pertaining to death, immoral activity or activity of a questionable nature will be accepted.
- Once contract and payment have been received, your ad will be placed in a queue and run in the next available time slot.

General

- Bellalago/Overflow reserves the right to refuse any ad for any reason. All ads are subject to HOA Board approval.
- Bellalago does not guarantee any work or claims made by advertisers. Publication does not constitute an endorsement or approval of goods or services advertised herein by Bellalago.
- Submission of a contract establishes placement in the queue, not a specific issue of the publication. Once the predetermined advertising space is sold out for a specific issue, we begin to sell the next issue. This process continues indefinitely.
- Rates are subject to change without notice.
- Premium positions are available for full page advertisements only.
- Inclusion or insertion of political campaign materials in this newsletter does not constitute an endorsement by Bellalago. All such ads must be approved by Bellalago Management and the HOA Board.
- Ad pages are limited to a 50% ratio, as they cannot outnumber editorial pages. Ad pages will be confined to the second half of the publication.

Errors & Omissions

- If ad is omitted due to fault of Overflow or Bellalago staff, "make-good" ad credit or refund of ad price for the issue omitted will be extended. No compensation for potential lost business will be made under any circumstances.
- No compensation will be made for errors made by advertisers.

Name: _____
Printed
Signature
Date